

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Celebrate Mansfield Festival Subcommittee**

**Monday, April 7, 2014**

**5:00 pm**

**Minutes**

**Present:** Kim Bova and Janine Callahan

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

In Chair Betsy Paterson's absence, Kathleen Paterson called the meeting to order at 5:15 pm.

**2. Public comment**

There was no public comment.

**3. Approve Minutes from March 17, 2014**

There was no quorum; the Minutes were not approved.

**4. Review Task List**

Activities: Ms. Paterson said the application for activity booths is ready, pending the finalization of the new logo. She said she also has a draft list of potential booths based on 2013 and new inquiries. She invited subcommittee members to recommend Mansfield-located businesses or organizations that might be interested in having a booth.

Art: Ms. Paterson reported that the Call to Artists, Prospectus, and Application are ready to mail and have been posted to the Festival website.

**Kim Bova will email Michael Allison to see if he would like to serve on the selection panel again.**

Food: **Janine Callahan and Ms. Paterson will review the list of potential food vendors to see if any new restaurants should be added. Ms. Paterson will email Ms. Callahan and the staff from Dining Services about the cooking demonstrations and possible participation by Le Petit Marché Café.**

Music: Ms. Paterson said she is continuing to work on booking a headlining act.

Set-up: **Ms. Paterson will schedule a time with Kristin Schwab to walk the site and test how tents will work.** Ms. Paterson said that Betsy Paterson had expressed reservations about the idea of a second stage.

Ms. Bova and Ms. Callahan concurred and expressed concerns with overextending the subcommittee's efforts, the balance of sound between two stages, and the limitations of the site.

Ms. Bova suggested incorporating additional signage to help visitors navigate the new site.

Ms. Paterson agreed and noted that the subcommittee had also discussed having maps to hand out to visitors.

Sponsors: Ms. Paterson reported that she, Ms. B. Paterson, and Cynthia van Zelm have a meeting scheduled to discuss sponsorship levels and outreach.

Ms. Callahan commented that this year's expenses may be greater than next year's due to new materials required for the new location and name. **Ms. Callahan offered to assist with outreach to potential sponsors.**

#### **5. Open discussion**

Ms. Paterson shared draft versions of the new logo and requested feedback from the subcommittee. By consensus, the subcommittee members present selected one of the versions as the new logo. **Ms. Paterson will follow up with ATION to finalize the design and style sheet.**

#### **6. Adjourn**

The meeting adjourned at 6:15 pm.

*Minutes prepared by Kathleen M. Paterson*